

ORDER



KSNV

Orders
Order / Rev: 106583
Alt Order #:
Product Desc: October 2012 Campaign
Estimate:
Flight Dates: 10/09/12 - 10/22/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

Primary AE: Kevin Goodell
Sales Office: VEGS
Sales Region: Local

Agency Name: Policy Communications
Buying Contact:
Billing Contact:
 415 S. 6th St.
 Las Vegas, NV 89101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Committee to Re-Elect Judge Kerry Lo
Demographic: A25-54
Product Codes: PLC12
Priority: 2
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	39	\$18,800.00	\$15,980.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$18,800.00	\$15,980.00	0.00
Totals	39	\$18,800.00	\$15,980.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/09/12	10/19/12	Today Show	CM	658a-9am	-----	:30	0	\$600.002		0.00	NM	5	\$3,000.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$600.00		0.00			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$600.00		0.00			
N 2	KSNV	10/09/12	10/18/12	Face to Face w/ Ralston	CM	730-758pm	-----	:30	0	\$450.002		0.00	NM	3	\$1,350.00
				Face to Face w/ J.Ralston											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/08/12-10/14/12	Face to Face w/ Ralston		730-758pm	---Th----	:30		(\$450.00)		0.00	NM		
				See MG 2.4,2.5											
				[PGM CHG = F2F IN PRIME]											
		Week: 10/15/12	10/21/12	-T-T---		2				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSNV	10/15/12-10/21/12	Face to Face w/ Ralston		730-758pm	-T-Th----	:30		(\$450.00)		0.00	NM		
				See MG 2.4,2.5											
				[PGM CHG = NBC DEBATE / CHECK PGM N PRIME]											
	4	KSNV	10/17/12-10/17/12	Face to Face w/ Ralston		730-758pm	--W-----	:30		\$450.00		0.00	NM		
				MG for 2.1,2.2											
	5	KSNV	10/10/12-10/10/12	Face to Face w/ Ralston		730-758pm	--W-----	:30		\$450.00		0.00	NM		
				MG for 2.1,2.2											
3	KSNV	10/13/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.002		0.00	NM	2	\$900.00
				Sa-Su Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 106583
 Alt Order #:
 Flight Dates: 10/09/12 - 10/22/12

Advertiser: Committee to Re-Elect Judge Kerry Louise
 Product Desc: October 2012 Campaign
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KSNV	10/13/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.002		0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$450.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
4	KSNV	10/14/12	10/21/12	News 3 Today - SUNDAY News 3 Today - SUN	CM	9am-930a	-----	:30	0	\$250.002		0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$250.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$250.00		0.00			
5	KSNV	10/09/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---		2				\$450.00		0.00			
		Week: 10/15/12	10/21/12	-T-T---		2				\$450.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$450.00		0.00			
6	KSNV	10/09/12	10/18/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.002		0.00	NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---		2				\$775.00		0.00			
		Week: 10/15/12	10/21/12	-TWT---		3				\$775.00		0.00			
7	KSNV	10/09/12	10/18/12	Noon News Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$275.00		0.00			
		Week: 10/15/12	10/21/12	-T-T---		2				\$275.00		0.00			
8	KSNV	10/11/12	10/17/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-----	:30	0	\$225.002		0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$225.00		0.00			
		Week: 10/15/12	10/21/12	M-W----		2				\$225.00		0.00			
9	KSNV	10/10/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	-----	:30	0	\$450.002		0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$450.00		0.00			
		Week: 10/15/12	10/21/12	-TW-F--		3				\$450.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$450.00		0.00			
10	KSNV	10/14/12	10/21/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----	:30	0	\$900.002		0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$900.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$900.00		0.00			
11	KSNV	10/13/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$325.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$325.00		0.00			
													Totals	39	\$18,800.00